

CLAIMS

We Claim:

- 1) A charitable donation management and reporting system, the system in communication with a charitable organization's Internet website, the charitable organization's Internet website in communication with a donor, the donor responsive to a donation appeal by the charitable organization's requests to make a donation via the charitable organization's website, comprising:
- a) a Donor Experience Object in communication with the donor via a hyperlink from the charitable organization's website;
 - b) said Donor Experience Object responsive to the donor's request presents the donor an opportunity to purchase a selected asset;
 - c) a Give Object in communication with said Donor Experience Object, said Give Object presenting to the donor selected donation levels responsive to the selection of said asset;
 - d) a Delivery Object in communication with said Donor Experience Object, said Delivery Object receiving selected delivery information for said asset;

e) a Payment Object in communication with said Delivery Object, said Payment Object receiving selected payment information from the donor responsive to purchase of said asset; and,

f) a Confirmation Object in communication with said Payment Object, said Confirmation Object presenting to the donor confirmation of purchase of said asset;

said Confirmation Object being hyperlinked to the charitable organization's website via the donor.

2) A method for charitable donation management and reporting, the method providing a communication link to a charitable organization's Internet website, the charitable organization's Internet website in communication with a donor, the donor responsive to a donation appeal by the charitable organization's requests to make a donation via the charitable organization's website, comprising the steps of:

a) receiving said request from the donor to make a donation;

b) displaying a selected asset for purchase responsive to the donor's request to make a donation to the charitable organization;

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- c) displaying selected donation levels in concert with said selected asset to the donor;
- d) purchasing said selected asset responsive to said display of said selected donation levels;
- e) displaying selective delivery information responsive to said purchasing of said selected asset;
- f) displaying selective payment information responsive to said selected delivery information;
- g) displaying selective confirmation information responsive to said selection of payment information; and
- h) hyperlinking to the charitable organization's website responsive to said selective confirmation information.